National Testing Agency

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New Product Development

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New Product Development 1

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Sub-Section Id : 864351801
Question Shuffling Allowed : Yes

Question Number : 1 Question Id : 86435114800 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 2 Wrong Marks : 0

Which of the below are the contribution by the right brain towards design thinking?

A. Ability to craft novel solutions

B. Ability to weave context in a story - based narration

C. Ability to see from different perspectives

D. Ability to construct someting new by using what is available

1. Only A
2. Only A, B, D
3. All of A, B, C, D
4. Only A, B

Options :
86435149969. 1
86435149970. 2
86435149971. 3
86435149972. 4

Question Number : 2 Question Id : 86435114801 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 2 Wrong Marks : 0

Mistakes that are detected at later stages of product development tend to be expensive to fix because of which of the below factors?

A. High cost of fixing the mistake

B. High effort needed to fix the mistake

C. High scale of impact on marketing strategy

D. High level of escalations

1. Only A, B
2. Only A, C
3. All of A, B, C, D
4. None of the above

Options :
86435149973. 1
86435149974. 2
86435149975. 3
86435149976. 4

Question Number : 3 Question Id : 86435114802 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Which of the following can be examples of use-oriented product service system?

A. Bicycle sharing for city commute

B. Renting of costumes for plays

C. Borrowing books from the library

D. Apartments taken on short term rent

1. All of A, B, C, D
2. Only A, C, D
3. Only A, B
4. Only A

Options :
86435149977. 1
86435149978. 2
86435149979. 3
86435149980. 4

Question Number : 4 Question Id : 86435114803 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Which of the below are the ways to create new demand for existing products?

A. Adding a new utility

B. Improve efficiency

C. Enhance safety of usage/storage

D. Improve aesthetics and/or ergonomics

1. A Only
2. A, B, D Only
3. All of A, B, C, D
4. A, B Only

Options :
86435149981. 1
86435149982. 2
86435149983. 3
86435149984. 4

Question Number : 5 Question Id : 86435114804 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Which of the below are parts of a patent application?

A. Defined scope of the invention

B. Outlining all new claims

C. Backgrounds of the inventors

D. Markets that will be served by the product

1. A, C Only
2. A, B Only
3. All of A, B, C, D
4. None of the above

Options :
86435149985. 1
86435149986. 2
86435149987. 3
86435149988. 4

Question Number : 6 Question Id : 86435114805 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Which of the below are viable ways to mitigate an environment of rampant piracy?

A. Product enhancements

B. Extremely low-pricing

C. Service enhancements

D. Creating patent fences

1. A Only
2. A, C Only
3. A, B, C Only
4. All of A, B, C, D

Options :
86435149989. 1
86435149990. 2
86435149991. 3
86435149992. 4

Question Number : 7 Question Id : 86435114806 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Which of the below are cost-related mistakes that happen in a New Product Business Plan?

A. High unjustified capital requirements

B. Buying facilities when renting is possible

C. Not economizing on resources

D. Using free press publicity over paid advertisements

1. B Only
2. A, B, C Only
3. A, C Only
4. All of A, B, C, D

Options :
86435149993. 1
86435149994. 2
86435149995. 3
86435149996. 4

Question Number : 8 Question Id : 86435114807 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Which of the below are the features of integral product architecture?

A. Optimizes performance (form factor) over flexibility

B. Minimizes form, size, volume of the product

C. Embodies one functionality per part

D. Limits post-purchase repair and upgrade

1. A, B, D Only
2. A, C Only
3. All of A, B, C, D
4. None of the above

Options :
86435149997. 1
86435149998. 2
86435149999. 3
86435150000. 4

Question Number : 9 Question Id : 86435114808 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Which of the below are facilitated by the Matrix NPD structure?

A. Dual reporting to functional as well as project manager

B. Consistency to handle long-gestating product development cycle

C. Employing experts/designers across multiple new product projects.

D. Suitable only for short duration projects.

1. A Only
2. A, C Only
3. A, B, C Only
4. All of A, B, C, D

Options :
86435150001. 1
86435150002. 2
86435150003. 3
86435150004. 4

Question Number : 10 Question Id : 86435114809 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

In the context of NPD, which of the below ensure 'Product Integrity'?

A. The product has features that are appreciated by customers

B. The product delivers what is expected out of it

C. The product has all the parts seamlessly integrated with one another

D. The product does not meet user's expectations

1. B Only
2. A, B, C Only
3. A, C Only
4. All of A, B, C, D

Options :
86435150005. 1
86435150006. 2
86435150007. 3
86435150008. 4

Question Number : 11 Question Id : 86435114810 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Productizing a pure service can provide which of the following benefits to the buyers?

A. Makes it easier to purchase

B. Becomes more tangible to the user

C. Makes it easier to budget

D. Lowers the risk of cost-overruns

1. A Only
2. A, C Only
3. A, B, C Only
4. All of A, B, C, D

Options :
86435150009. 1
86435150010. 2
86435150011. 3
86435150012. 4

Question Number : 12 Question Id : 86435114811 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Which of the following are values created by a product service system business?

A. Cost reductions in the utilization of assets

B. Increased value in the product service combination

C. Expansion of customer base

D. Changes in the competitive environment

1. All of A, B, C, D
2. A, C, D Only
3. A, B Only
4. A Only

Options :
86435150013. 1
86435150014. 2
86435150015. 3
86435150016. 4

Question Number : 13 Question Id : 86435114812 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Which of the below falls under Customer Experience stage (i.e. horizontal axis) in the Buyer Utility Map?

A. Purchase

B. Delivery

C. Maintenance

D. Convenience

1. B Only
2. A, B, C Only
3. A, C Only
4. All of A, B, C, D

Options :
86435150017. 1
86435150018. 2
86435150019. 3
86435150020. 4

Question Number : 14 Question Id : 86435114813 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Which of the below are the stages in the Product Development Process?

A. Product Design

B. Concept Generation

C. Prototype Testing

D. Concept Selection

1. A, B, D Only
2. A, C Only
3. All of A, B, C, D
4. None of the above

Options :
86435150021. 1
86435150022. 2
86435150023. 3
86435150024. 4

Question Number : 15 Question Id : 86435114814 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Which of the below would be the lead users of a new target product?

A. Users that would be heavily working on the target product

B. Users that work in analogous markets with very similar applications as target product

C. Users that specialize in problem areas of the target product

1. All of A, B, C
2. A, B Only
3. A, C Only
4. None of the above

Options :
86435150025. 1
86435150026. 2
86435150027. 3
86435150028. 4

Question Number : 16 Question Id : 86435114815 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

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James is planning to use Peter Morville's Honeycomb approach while designing his new product. In that context, which of the below questions would he ask?

A. Is the product suitably accessible to users with special needs?

B. Is the product desirable from the point of view of the user?

C. Can users easily find what they want in the product?

D. Is the product easy to use?

1. All of A, B, C, D
2. A, C, D Only
3. A, B Only
4. A Only

Options :
86435150029. 1
86435150030. 2
86435150031. 3
86435150032. 4

Question Number : 17 Question Id : 86435114816 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Which of the below are categories in Kano's model for user preferences?

A. One-dimensional needs

B. Two-dimensional needs

C. Must-haves

D. Attractive features

1. A, C, D Only
2. All of A, B, C, D
3. A, B Only
4. A Only

Options :
86435150033. 1
86435150034. 2
86435150035. 3
86435150036. 4

Question Number : 18 Question Id : 86435114817 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Which of the below are requirements of an effective user tool-kit?

A. Enable users to make complete cycles of trial-and-error

B. Must contain adequate library of commonly used modules

C. Adequate solution space to cover all potential designs

D. Should be user-friendly

1. A, B, D Only
2. A, C Only
3. All of A, B, C, D
4. None of the above

Options :
86435150037. 1
86435150038. 2
86435150039. 3
86435150040. 4

Question Number : 19 Question Id : 86435114818 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Which of the below are benefits of an effective user tool-kit?

A. Gives a clear competitive advantage for the product

B. Cuts down product development time

C. Enables product variety

D. Facilitates capturing user trend

1. A Only
2. All of A, B, C, D
3. A, B, D Only
4. A, B Only

Options :
86435150041. 1
86435150042. 2
86435150043. 3
86435150044. 4

Question Number : 20 Question Id : 86435114819 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Ravi is launching a new laptop into the market and decides to incorporate a user-oriented design to his product. Which of the below options can be part of his toolkit?

A. Users can choose the processor configuration needed

B. Users can choose the colour of the outer panels

C. Users can decide which softwares to be preinstalled

D. Users can bid for the price they are willing to pay for the product

1. A, B, C Only
2. A, B Only
3. A, C Only
4. All of A, B, C, D

Options :
86435150045. 1
86435150046. 2
86435150047. 3
86435150048. 4

Question Number : 21 Question Id : 86435114820 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Which of the below are benefits of Quality Function Deployment (QFD)?

A. Increased customer satisfaction

B. Improved development cycles

C. Better internal knowledge transfer

D. Better House of Quality diagram

1. A, B, D Only
2. A, B, C Only
3. All of A, B, C, D
4. None of the above

Options :
86435150049. 1
86435150050. 2
86435150051. 3
86435150052. 4

Question Number : 22 Question Id : 86435114821 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Which of the below management areas does New Product Development influence?

A. Organization Strategy

B. Marketing

C. Operations

D. Succession Planning

1. A Only
2. A, C Only
3. A, B Only
4. A, B, C Only

Options :
86435150053. 1
86435150054. 2
86435150055. 3
86435150056. 4

Question Number : 23 Question Id : 86435114822 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

When developing a new product, which of the below criteria would you include as part of your mission statement?

A. The primary market for the product

B. The legal standards that the product would adhere to

C. The competitors that have been identified for the product

D. Profit and market share goal

1. A Only
2. All of A, B, C, D
3. Only A, B, D
4. Only A, B

Options :
86435150057. 1
86435150058. 2
86435150059. 3
86435150060. 4

Question Number : 24 Question Id : 86435114823 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Specifically, with respect to managing product development, which of the below would be your main target questions?

A. How to reduce time to market?

B. Which celebrities to include in the product launch?

C. Which languages to print the user manuals in?

D. How best to align the product to the needs of users?

1. A Only
2. A, B, D Only
3. All of A, B, C, D
4. A, D Only

Options :
86435150061. 1
86435150062. 2
86435150063. 3
86435150064. 4

Question Number : 25 Question Id : 86435114824 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Which of the below kind of products should a company incorporate in order to have a balance product portfolio?

A. Big-ticket breakthrough products

B. Derivative products

C. New-platform products

D. Small innovations of existing products

1. All of A, B, C, D
2. A, C, D Only
3. A, B Only
4. A Only

Options :
86435150065. 1
86435150066. 2
86435150067. 3
86435150068. 4

Question Number : 26 Question Id : 86435114825 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

In laptops and tablets, which type of product architecture is found?

1. Integral product architecture
2. Modular product architecture
3. Prototyping
4. None of the above

Options :
86435150069. 1

86435150070. 2
86435150071. 3
86435150072. 4

Question Number : 27 Question Id : 86435114826 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

A good Business Model articulates which of the below?

A. How the product is made?

B. How the product is delivered?

C. How to receive feedback from the customers

1. All of A, B, C
2. A, B Only
3. B, C Only
4. C Only

Options :
86435150073. 1
86435150074. 2
86435150075. 3
86435150076. 4

Question Number : 28 Question Id : 86435114827 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Which of the below product service system (PSS), users basically avoid owning the product and just pay for the service?

1. Use-oriented PSS
2. Product-oriented PSS
3. Result-oriented PSS
4. None of the above

Options :
86435150077. 1
86435150078. 2
86435150079. 3
86435150080. 4

Question Number : 29 Question Id : 86435114828 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

New Product Development should be _____ focused during the development phase, and _____ focused during the marketing phase.

Which of the below options appropriately fills the blanks in the right sequence in the statement above?

1. product, customer
2. customer, product
3. business, sales
4. efficiency, profit

Options :
86435150081. 1
86435150082. 2
86435150083. 3
86435150084. 4

Question Number : 30 Question Id : 86435114829 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Which of the below are the requirements of product patenting?

A. Novelty

B. Non-obviousness

C. Industrial application

D. Non-religiousness

1. A, B Only
2. A, B, C Only
3. A Only
4. All of A, B, C, D

Options :
86435150085. 1
86435150086. 2
86435150087. 3
86435150088. 4

Question Number : 31 Question Id : 86435114830 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Business models are _____ centric while business strategies are _____ centric.
Which of the below options appropriately fills the blanks in the right sequence in the statement above?

1. opportunity, competition
2. competition, opportunity
3. value, sales
4. efficiency, profit

Options :
86435150089. 1
86435150090. 2
86435150091. 3
86435150092. 4

Question Number : 32 Question Id : 86435114831 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Which of the below kind of products, if existing in the market already, could be a threat to your new product being developed?

1. Complementary products
2. Derivative products
3. Substitute/Alternative products
4. All of the above

Options :
86435150093. 1
86435150094. 2
86435150095. 3
86435150096. 4

Question Number : 33 Question Id : 86435114832 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 2 Wrong Marks : 0

Which of the below kind of competitions, if existing in the market already, could be a threat to
your new product being developed?

1. Competition from similar products
2. Competition from component makers
3. Competition from repair service providers
4. All of the above

Options :
86435150097. 1
86435150098. 2
86435150099. 3
86435150100. 4

Question Number : 34 Question Id : 86435114833 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 2 Wrong Marks : 0

In a heavy-weight matrix NPD, the _____ manager gets priority over the _____
manager.

Which of the below options, as per the course material, appropriately fills the blank in the
statement above in the same order?

1. sales, functional
2. functional, project
3. project, functional
4. functional, sales

Options :
86435150101. 1
86435150102. 2
86435150103. 3

86435150104. 4

Question Number : 35 Question Id : 86435114834 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Modular product architecture enables which of the below features?

A. Customizing product for each user

B. Easy replacements

C. Ability to beat competitor's products

1. All of A, B, C
2. A, B Only
3. A, C Only
4. None of the above

Options :
86435150105. 1
86435150106. 2
86435150107. 3
86435150108. 4

Question Number : 36 Question Id : 86435114835 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

When multiple departments are working on a complex product, how does collocating those departments help in the specific context of product development?

1. People can move easily across departments to understand the working of their counterparts in other departments
2. People can meet and greet on a daily basis and get to know each other better
3. Products can be physically transported faster
4. All of the above

Options :
86435150109. 1
86435150110. 2
86435150111. 3
86435150112. 4

Question Number : 37 Question Id : 86435114836 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Rahul is working to develop a derivative product. Which of the below structures best suits his needs?

1. Project NPD
2. Functional NPD
3. Heavy-weight matrix NPD
4. Light-weight matrix NPD

Options :
86435150113. 1
86435150114. 2
86435150115. 3
86435150116. 4

Question Number : 38 Question Id : 86435114837 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Outsourced activity comes under the scope of which of the below PSS?

1. Product-oriented PSS

2. Use-oriented PSS

3. Result-oriented PSS

4. None of the above

Options :

86435150117. 1

86435150118. 2

86435150119. 3

86435150120. 4

Question Number : 39 Question Id : 86435114838 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Match the below product-types to the structure best suited for their development:

List I	List II
Product Type	**Structures**
A. Breakthrough product	I. Project NPD Structure
B. New Platform project	II.Functional NPD Structure
C. Derivative product	III. Light-weight NPD Structure
D. Deeply-technical product	IV.Heavy-weight NPD Structure

Choose the **correct** answer from the options given below:

1. A - I , B - II , C - III , D - IV

2. A - IV , B - II , C - I , D - III

3. A - IV , B - III , C - II , D - I

4. A - I , B - IV , C - III , D - II

Options :

86435150121. 1

86435150122. 2

86435150123. 3

86435150124. 4

Question Number : 40 Question Id : 86435114839 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Modular product architecture optimizes _____ over _____

Which of the below options, appropriately fills the blank in the statement above in the same order?

1. marketability, performance(form factor)
2. performance(form factor), flexibility
3. flexibility, performance(form factor)
4. flexibility, usability

Options :

86435150125. 1

86435150126. 2

86435150127. 3

86435150128. 4

Question Number : 41 Question Id : 86435114840 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Which of the below are advantages of Analytical Prototypes?

A. They are flexible

B. They are made of standard components
C. They enable non-destructive testing

1. All of A, B, C
2. A, B Only
3. A, C Only
4. None of the above

Options :
86435150129. 1
86435150130. 2
86435150131. 3
86435150132. 4

Question Number : 42 Question Id : 86435114841 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Which of the below are facilitated by collocating departments that are working on the same product?

A. Taking joint decisions whenever needed

B. Teams meeting and understanding each other's work

C. Competition between the departments in reaching deadlines faster

1. All of A, B, C
2. A, B Only
3. A, C Only
4. B, C Only

Options :
86435150133. 1
86435150134. 2
86435150135. 3
86435150136. 4

Question Number : 43 Question Id : 86435114842 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

In which of the below structures is interaction between departments not needed during product development?

A. Functional NPD

B. Project NPD

C. Matrix NPD

1. A Only
2. B Only
3. A, B Only
4. B, C Only

Options :
86435150137. 1
86435150138. 2
86435150139. 3
86435150140. 4

Question Number : 44 Question Id : 86435114843 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Sam owns a product development company. He wants to have a structure that caters to customized product development which will have minimal changes and not require integration across departments. Which of the below structures will suit his need?

1. Project NPD
2. Functional NPD
3. Matrix NPD
4. None of the above

Options :
86435150141. 1

86435150142. 2
86435150143. 3
86435150144. 4

Question Number : 45 Question Id : 86435114844 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 2 Wrong Marks : 0

Thomas is working to develop a radical, breakthrough product. Which of the below structures
best suits his needs?

1. Project NPD
2. Functional NPD
3. Heavy-weight matrix NPD
4. Light-weight matrix NPD

Options :
86435150145. 1
86435150146. 2
86435150147. 3
86435150148. 4

Question Number : 46 Question Id : 86435114845 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 2 Wrong Marks : 0

Rajani owns a costume designing firm. She finds a popular shirt design idea that she wants
borrow from, but made with a cheaper garment that her firm has access to. What kind of
product differentiation is Rajani aiming at?

1. Vertical differentiation
2. Horizontal differentiation
3. Mixed differentiation
4. Exclusive offering

Options :
86435150149. 1

86435150150. 2
86435150151. 3
86435150152. 4

Question Number : 47 Question Id : 86435114846 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Rajan is starting on a New Product Development. Which of the below aspects are going to influence the success of his product in the market?

A. Lack of availability of local repair service for Rajan's new product

B. Cultural mismatch between the product's usage and its intended customers

C. Availability of substitutes to Rajan's product

1. All of A, B, C
2. A, B Only
3. B, C Only
4. A, C Only

Options :
86435150153. 1
86435150154. 2
86435150155. 3
86435150156. 4

Question Number : 48 Question Id : 86435114847 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Rajan is going to launch a New Product into the market. Which of the below aspects are going to enable the use of his product in the market?

A. Ensuring availability of spares for his product

B. Providing clearly understandable installation/usage instructions

C. Providing the terms and conditions of product reselling

1. All of A, B, C
2. A, B Only
3. B, C Only
4. A, C Only

Options :
86435150157. 1
86435150158. 2
86435150159. 3
86435150160. 4

Question Number : 49 Question Id : 86435114848 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Which of the below are parts of a design thinking cycle?

A. Rapid experimentation

B. Quick user-led feedback cycles

C. Elaborate reward systems

1. All of A, B, C
2. A, B Only
3. A, C Only
4. B, C Only

Options :
86435150161. 1
86435150162. 2
86435150163. 3
86435150164. 4

Question Number : 50 Question Id : 86435114849 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

In the context of emerging markets, what constitutes technology risk?

1. The vulnerability of a technology to catch fire
2. The risk of competitors imitating the technology easily
3. The risk that users would not find local repair/service providers for new technology
4. The risk that users would get addicted to the technology

Options :
86435150165. 1
86435150166. 2
86435150167. 3

86435150168. 4